

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of: ) Examiner: **Oluseye Iwarere**  
                            ) )  
                            **Chad D. Tillman** ) Art Unit: **3687**  
                            ) )  
Serial No.: **10/816,547** ) Conf. No.: **9998**  
                            ) )  
Filed:       **April 1, 2004** ) Docket No.: **1098 1030.1**

## **For: PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

## **REPLY TO OFFICE ACTION**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This reply is responsive to the Office Action mailed on November 24, 2009, in connection with the above-identified application. Additionally, Applicant requests a two month Extension of Time up to and including April 24, 2010 as provided for in 37 CFR 1.136.

If any additional fees are required for this Reply, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required for the timely consideration of this Amendment under 37 C.F.R. §§ 1.16 and 1.17, or credit any overpayment, to Deposit Account No. 09-0528.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 14 of this paper.